

UI IV

8. What are the advantages and pitfalls of customer relationship management ? How has the internet changed the scenario of servicing the customer optimally ?

9. (a) Explain the various methods and means of protecting online website operations from hackers.

(b) What is the function of a Firewall in e-commerce.

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Roll No.

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**MBA 2 Year 4th Semester
(N.S.) 2011-2013 Examination-
May, 2017**

E-COMMERCE

Paper MBA-402

Time : 3 hours

Max. Marks : 50

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Section-A is **compulsory**. Attempt **one** question from each unit in Section B. All questions carry equal marks.

SECTION - A

1. (a) What are the characteristics of internet based EDI ?

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(1)

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- (b) Explain different types of e-commerce by the nature of transactions ?
- (c) Distinguish between debit card and credit card.
- (d) Define digital cash or e-cash.
- (e) What is network security ?

SECTION - B

UNIT - I

2. Describe the technological, infrastructural and human requirements that must be checked in before an enterprise decides to start e-commerce.
3. What factors affect the e-commerce transactions? Specify the limitations of conducting e-commerce.

UNIT - II

4. Write notes on the following :

- (a) Inter-organizational commerce
- (b) Intra-organisational commerce

5. (a) Discuss the relative advantages and limitations of various forms of e-payments.

- (b) What are the pre-requisites for making the online payment mechanism an alternative to traditional payment system ?

UNIT - III

6. What is mobile commerce ? Describe the mobile commerce framework.
7. How the use of e-commerce tools helped organised retailers ?